



# Member Services

## **Make Better Connections**

Discover the Benefits of GSMA Membership



## **Anne Bouverot, Director General GSMA**

*“The GSMA is playing an important role in the development of the mobile industry, uniting the world behind a standard technology and ensuring seamless and interoperable mobile services for billions of users globally. We are now entering a new phase, where virtually everyone and everything is connected by mobile, with many new challenges facing the industry. The GSMA is helping its members to address these challenges and to continue their development in this ever-changing market.”*



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# Maximise the Potential of your Business with GSMA Membership


GSMA membership provides you with access to the very latest industry intelligence and information, via a range of tools from knowledge bases, covering all aspects of mobile communications, to up-to-date market data from all over the world. The GSMA also provides a sophisticated, multi-faceted platform through which you can promote your business and your brand on the world stage. Members can use the GSMA's global reach to communicate with the broader mobile industry through exhibitions and sponsorship, as well as global marketing, PR and online promotional programmes.

In essence, GSMA membership provides you and your organisation with the opportunity to get to the heart of issues facing the mobile industry with other members whose interests coincide with yours. The GSMA involves members in discussions, decisions and initiatives that will shape the future of mobile communications, keeping your business in touch, forward-thinking and competitive. With the GSMA, you can make a difference, not just to your business, but to your industry.

## Your Keys to the Industry

- Join an online community of 18,500 industry executives
- Join working groups, specialist projects and task forces shaping the industry
- Network with executives from across the ecosystem at GSMA forums and meetings
- Use GSMA platforms to promote your business
- Enjoy exclusive invitations and discounts to world-class industry events.



A woman wearing a white hat and a blue skirt is walking from left to right in the foreground, slightly out of focus. The background is a wall densely packed with hundreds of various mobile phones of different colors and models, creating a mosaic-like effect. The lighting is bright, and the overall scene suggests a busy, modern environment related to mobile technology.

# Introducing the GSMA

The GSMA represents the interests of almost 800 mobile operators worldwide, serving more than five billion connections across 220 countries and territories. More than 200 companies in the broader mobile ecosystem, including handset makers, software companies, equipment providers, internet companies and media and entertainment organisations support the GSMA as Associate Members. The GSMA also produces industry-leading events such as the Mobile World Congress and Mobile Asia Expo.

## The Connected Life

With the number of connected devices predicted at over 24 billion by 2020, and within that, mobile connected devices will grow 100 per cent from more than 6 billion today to 12 billion in 2020. This explosive growth will support an addressable revenue opportunity for mobile operators of nearly US\$1.2 trillion by 2020, a sevenfold increase from expected revenues in 2011, and will also provide significant growth potential for the entire ecosystem.

- Consumer electronics sector opportunity is predicted as \$445 Billion by 2020
- Healthcare sector opportunity is predicted as \$69 Billion by 2020
- Automotive sector opportunity is predicted as \$202 Billion by 2020
- Utilities sector opportunity is predicted as \$36 Billion by 2020

To capitalise on this enormous opportunity, the GSMA is calling for collaboration across the entire ecosystem to demonstrate how mobile technology in everything from tablet PCs to new healthcare devices can enhance people's personal and business lives.





**Morten Brøgger**  
**Chief Executive Officer**  
**MACH**  
**GSMA Associate Member**

*“Representing the vast majority of players in the broader mobile ecosystem, the GSMA successfully drives the development and evolution of the mobile industry. As a member of the GSMA, MACH is able to actively contribute to and influence GSMA programmes that unlock the complexity of pan-national operator relationships. We are currently actively involved in GSMA working groups that drive Roaming Fraud, NRTRDE and Operator Interconnection and Interworking initiatives. We are proud to be an integral part of these initiatives which establish and secure the international mobile operating infrastructure.”*

**MACH**





## Infocentre<sup>2</sup>

With exclusive access, Infocentre<sup>2</sup> is an extranet available exclusively to GSMA members. It contains a vast trove of valuable information, including knowledge bases on every aspect of mobile communications, mobile contacts from all over the world and constantly updated industry information. Infocentre<sup>2</sup> also provides access to both current and historic documentation on GSMA projects and programmes.

- Membership directories & access to more than 20,000 industry contacts
- Technical document libraries
- Details of GSMA Working Groups, programmes, projects & interest groups
- A library of knowledge bases, guidelines, white papers & e-newsletters

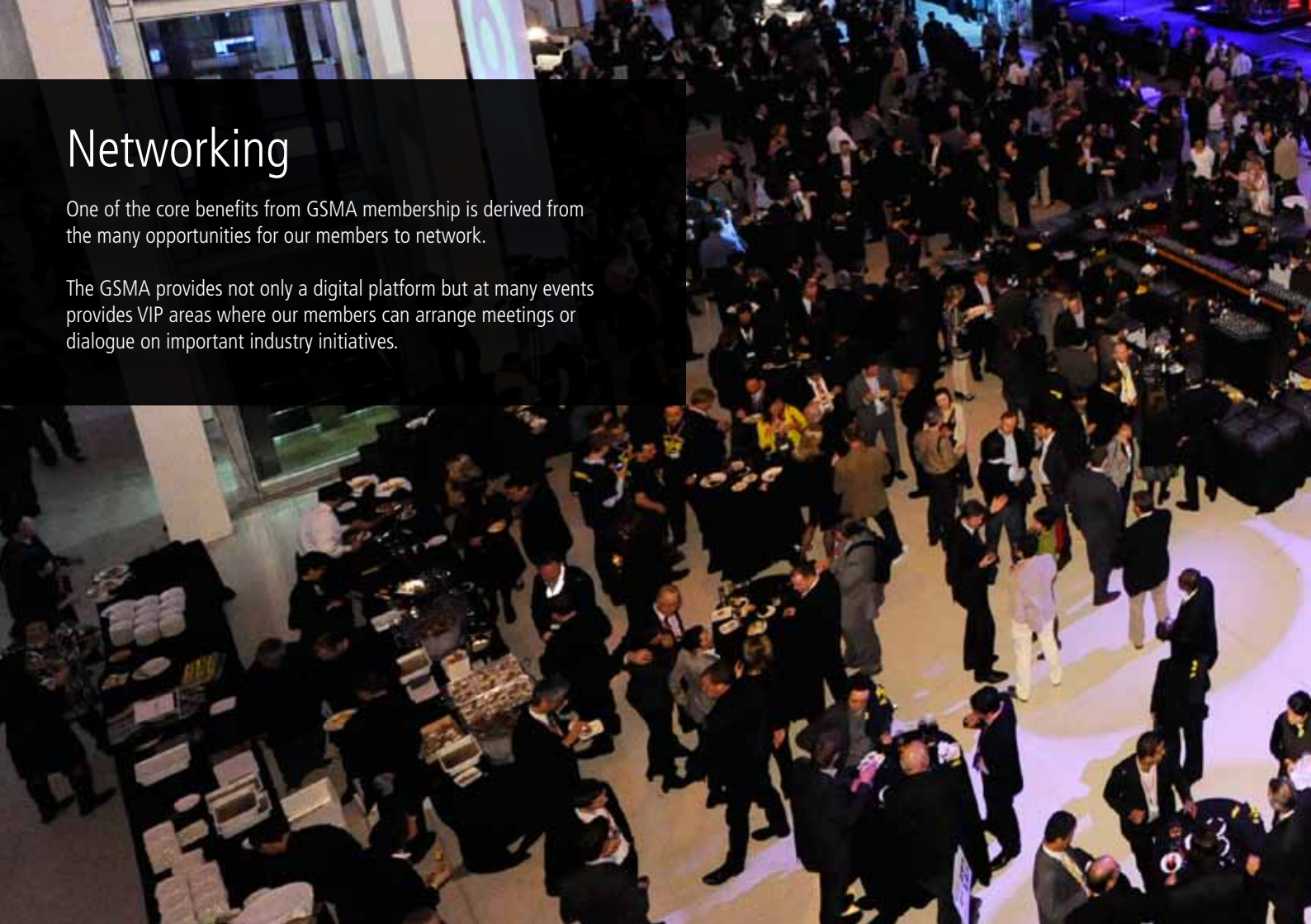
## Wireless Intelligence

Wireless Intelligence is the cellular industry's leading reference source for global operator data and analysis. The service delivers subscriber connections forecasts, key operational data and financial information via a suite of online tools enabling analysis at an operator, country and regional level. Wireless Intelligence covers all mobile technologies and includes 2,215,000 individual data points spanning 1,300 networks in more than 220 countries.

# Networking

One of the core benefits from GSMA membership is derived from the many opportunities for our members to network.

The GSMA provides not only a digital platform but at many events provides VIP areas where our members can arrange meetings or dialogue on important industry initiatives.





# Participation and Networking

GSMA facilitated programmes, projects and working groups enable members to work together in a structured and efficient way towards a common goal. GSMA members are encouraged to participate in a range of forums, such as:

- Working Groups
- Regional Interest Groups
- Industry focused projects
- Seminars and training
- GSMA Member Lounges at MWC, London and Brussels

## Key Areas of Focus

Our members shape and influence the decisions made in the GSMA run working groups, which help drive the broader mobile industry's direction. Many GSMA projects, such as the Rich Communications Ecosystem, Mobile Advertising, Spectrum, NFC and Embedded Mobile, are playing a fundamental role in the development of the mobile industry.

## GSMA Membership also allows access to:

**Industry Stewardship:** Working with governments, regulators and consumer groups to create the optimum regulatory environment for the mobile industry.

**Environment:** Driving innovation to reduce greenhouse gas emissions and associated costs in the mobile sector, whilst helping meet the growing societal demand to reduce the world's carbon footprint.

**Development Fund:** Accelerating mobile solutions for people living on less than \$2 per day.



## Marketing Opportunities

- Company listing on the GSMA's web-based directory
- Profiles of GSM success stories
- Publication of press releases and white papers
- Use of the GSMA Member logo
- Discounted rates for advertising in select GSMA publications



# Global Trade Events

The world's leading mobile industry events, the Mobile World Congress and the Mobile Asia Expo, together attract more than 60,000 people from across the globe each year.

- Approximately 84% of participants have direct buying power
- On average 60 new business leads per organisation (23% of exhibitors collect more than 100 leads)

## Key Benefits for Members:

- 30% discount on delegate passes
- 3% discount on MWC exhibition and hospitality space
- 10% added to points list total for returning exhibitors





## Access to Key Tools

Full GSMA members are provided with access to roaming data, including: Knowledge bases, guidelines, white papers and e-newsletter access.

- Access to IMEI Database\*
- Access to standard global roaming agreements\*
- Access to security algorithms\*
- Invitation to Roamfest and Hubfest events\*
- Free\* TAP Testing Toolkit software licence. (50% discount for Associate and Rapporteur members)

\*Full Members Only



**Kiyoyuki Tsujimura**  
**Senior Executive Vice President**  
**& Member of the Board**  
**NTT DOCOMO**

*GSMA membership is invaluable to NTT DOCOMO as it has enabled us to play a key role in the development and evolution of the mobile industry. This is achieved through our participation on the GSMA Board and Executive Management Committee (EMC), and through our active involvement in GSMA working groups and programmes such as the Mobile Broadband and CSR initiatives. Membership also gives us privileged access to the whole mobile ecosystem through key networking events and an unrivalled database of contacts."*



## Mobile World Live

Mobile World Live is the online communications hub for the global mobile industry. Launched in 2010 as the GSMA's flagship media service, the site boasts more than 80,000 registered users and up to 200,000 unique monthly visits. It publishes exclusive daily news content, weekly video features, regular webinars, and offers a premium networking community tool.



## Mobile Money Live

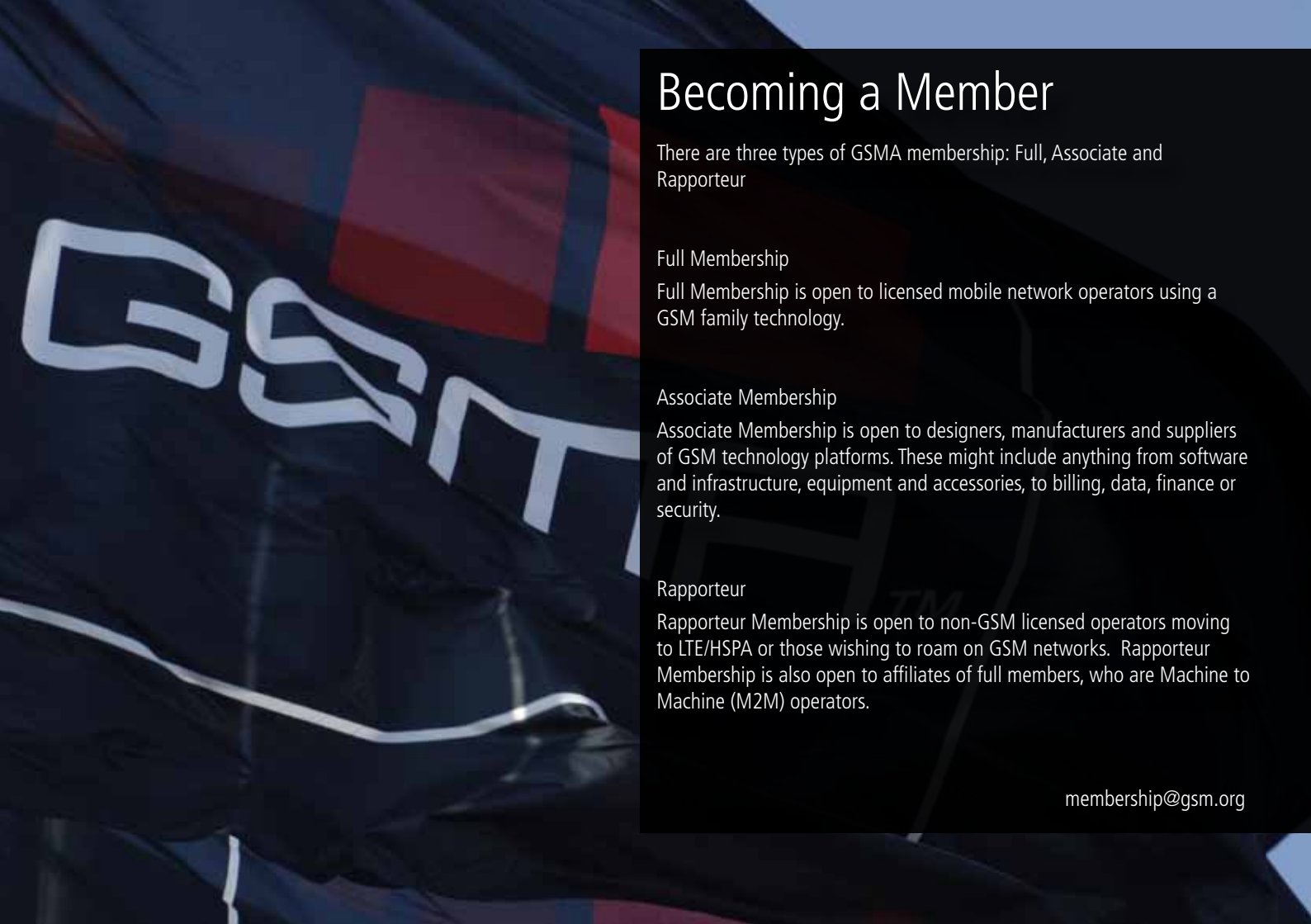
Mobile Money Live reports on the growing mobile money ecosystem, delivering content via video interviews and features, news editorial, webinars and discussions. It gathers the learnings from experts and pioneers in its field, as well as capturing all the conference presentations from the GSMA's established Mobile Money Summit events.



## Mobile Health Live

Mobile Health Live is the newest addition to the GSMA's Live family of media products, supporting the emerging mobile health ecosystem with regular news and analysis, video interviews, webinars and guest blogs, as well as the broadcast of all conference sessions from the GSMA's Mobile Health Summit events.





# Becoming a Member

There are three types of GSMA membership: Full, Associate and Rapporteur

## Full Membership

Full Membership is open to licensed mobile network operators using a GSM family technology.

## Associate Membership

Associate Membership is open to designers, manufacturers and suppliers of GSM technology platforms. These might include anything from software and infrastructure, equipment and accessories, to billing, data, finance or security.

## Rapporteur

Rapporteur Membership is open to non-GSM licensed operators moving to LTE/HSPA or those wishing to roam on GSM networks. Rapporteur Membership is also open to affiliates of full members, who are Machine to Machine (M2M) operators.

[membership@gsm.org](mailto:membership@gsm.org)



# Member Services



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